MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

DBS5028 – E-COMMERCE

(For Diploma students only)

26 OCTOBER 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **9 pages.**
2. Answer **ALL** questions in **Section A** on the **OMR sheet.**
3. Answer **ALL** questions in **Section B** in the **Answer Booklet.**

Section A: 40 Multiple Choice Questions (40 marks)
*Instruction: Shade your answers on the **OMR sheet**.*

1) _____ is a broader definition of e-commerce that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organisation and _____ is an e-commerce model in which a government entity buys or provides goods, services, or information from or to businesses or individual citizens.
   A. E-commerce; e-government
   B. E-business; e-government
   C. E-government; e-commerce
   D. E-tailing; e-business

2) eBay, an online shopping store is an example of _____.
   A. business-to-employees
   B. business-to-consumer
   C. business-to-government
   D. intrabusiness

3) MMU Human Capital Management department posted a job opening on the Intranet. This is an example of _____.
   A. C2C
   B. B2C
   C. B2B
   D. B2E

4) An online newspaper or magazine uses the _____ revenue model, where customers pay a fixed amount, usually monthly, to be able to read the full version of the content online.
   A. subscription fees
   B. transaction fees
   C. advertising fees
   D. affiliate fees

5) The portion of an e-seller's business through which customers interact, including the seller's portal, electronic catalogs, shopping cart, and payment gateway is referred to as _____, of the business and a third party that operates between sellers and buyers is referred to as _____.
   A. front end; intermediary
   B. back end; intermediary
   C. seller; buyer
   D. front end; back end

6) E-auctions where the highest bid wins is **BEST** defined as _____, while auctions where the lowest bid wins is **BEST** defined as _____.
   A. forward auctions, reverse auctions
   B. reverse auctions, forward auctions
   C. double auctions, reverse auctions
   D. tendering system, bidding system

Continued...

7) One of the benefits of e-auctions to sellers is _____.
   A. anonymity
   B. high security
   C. lack of differentiation
   D. can liquidate large quantities quickly

8) Which of the following is a social software tool?
   A. Auction
   B. Twitter
   C. Shopping cart
   D. E-catalog

9) The business model used by Nike, Adidas, Pizza Hut and McDonald's is **BEST** known as _____.
   A. multichannel business model
   B. pure play retailers
   C. direct marketing
   D. e-mall

10) Agoda, Trivago and Expedia generate revenue by charging fees for its services is an example of a _____.
   A. market maker
   B. transaction broker
   C. content disseminator
   D. viral marketer

11) A B2C model in which sales are done to meet the needs of special events such as Hari Raya, Chinese New Year, Deepavali and Halloween describes _____.
   A. anniversary shopping
   B. time-based shopping
   C. event shopping
   D. choreographed shopping

12) Before the existence of e-commerce, purchasing of airlines ticket was made through travel agents. Today, purchasing of airlines tickets can be made online. The removal of travel agents from this process is known as _____.
   A. reintermediation
   B. extraction
   C. relocation
   D. disintermediation

13) An *ad click* is a measure of _____.
   A. the number of times users call up a page that has a banner on it during a specific period
   B. the fee an advertiser pays for each 1,000 times a page with a banner ad is shown
   C. a count made each time a visitor clicks on an advertising banner to access the advertiser's website
   D. a count of the number of visitors entering a site, regardless of how many pages are viewed per visit

Continued...

14) Functions to provide direct support in the transactional process on a website, such as search engine, shopping cart and payment method refer to variables of _____.
A. product/service characteristics
B. environmental characteristics
C. consumer characteristics
D. e-commerce systems

15) Which step of the purchase decision-making process is supported by banner ads on websites, agent/event notification and personalized alerts?
A. Need recognition
B. Purchase, payment and delivery
C. After-purchase service and evaluation
D. Evaluation, negotiation and selection

16) Which of the following can be used for market research in e-commerce?
A. Web bugs
B. Spyware
C. Hearing directly from customers on social media
D. All of the above

17) Software applications for the administration, documentation, tracking, and reporting of training programs, classroom and online events, e-learning programs, and training content are known as _____.
A. visual interactive simulation
B. learning management system
C. learning on-demand
D. social learning

18) All of the following are benefits of e-books **EXCEPT**_____.
A. contain multimedia elements that make learning interesting
B. no shipping and printing costs
C. piracy concern for both publishers and authors
D. only require one device to carry around

19) What is the advantage of collaborative commerce?
A. Streamlined business processes
B. New cost efficiencies
C. Greater customer satisfaction
D. All of the above

20) Classified ads and file sharing are primarily examples of _____ e-commerce.
A. C2C
B. B2B
C. B2E
D. B2B2C

Continued...

21) "Munni is using Waze app to go to her uncle's house, but she is facing difficulty to find the place". All of the following are barriers to location-based service **EXCEPT** _____.

A. limited network bandwidth
B. accuracy of device
C. price of the device
D. invasion of privacy

22) _____ is the process of automatically identifying a web user's physical location without that user having to provide any information.

A. Terminal-Based Positioning
B. Global Positioning System
C. Network-Based Positioning
D. Geolocation

23) A wireless telecommunications network for device-to-device connection within a very short range is called a _____.

A. wireless wide area network (WWAN)
B. personal area network (PAN)
C. wireless local area network (WLAN)
D. Bluetooth

24) Which of the following is **NOT** a limitation of m-commerce?

A. Usability
B. Bandwidth
C. Health hazard
D. Potential user base

25) Which of the following is included in the dimension of social media marketing?

A. Social ads and promotions
B. Social shopping and group buy
C. Marketing research, ratings and reviews
D. All of the above

26) Which of the following is an example of group buying site?

A. http://www.mudah.my/
B. http://www.dell.com/my/
C. https://www.zalora.com.my/
D. https://myfave.com/

Continued...

27) Members of social networks who do social shopping and know how to use the wisdom and power of crowdsourcing and communities to their benefits are known as _____.
A. social learners
B. mobile consumers
C. social customers
D. personal shoppers

28) Which of the following **BEST** describes customer ratings and reviews?
A. Reviews generated by using videos.
B. Paid-for reviews, either customer bloggers or experts on social media platforms.
C. View from the independent voice of authority or professional, either integrated into an e-commerce product page or a social network page.
D. Feedback from real customers, either integrated into an e-commerce product page or a social network page.

29) Based on the statement below, which of the following security requirements is practiced by Mr. Azam?

> As an IT manager at Budi Enterprise Sdn.Bhd, Mr. Azam always protects the company's information systems from unauthorised access, use, disclosure, disruption, modification, perusal, inspection, recording or destruction.

A. Company security
B. Computer security
C. Information security
D. Cyberspace security

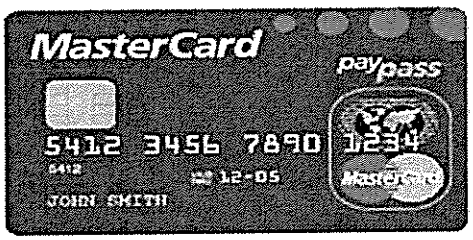
30) Megah Holding has been held liable for _____ due to their business activity that uses deceitful practice to deprive the property and rights of Malaysia Airlines.
A. risk
B. spam
C. fraud
D. phishing

31) Which of the following is **NOT** a requirement of e-commerce security?
A. Auditing
B. Attempting
C. Authorization
D. Authentication

Continued...

32) _____ occurs when an attacker uses special software on the website to send a flood of data packets to the target computer with the aim of overloading its resources.
A. Macro virus
B. Trojan horse
C. Page hijacking
D. Denial-of-service

33) What is the purpose of authorization during processing card online?
A. To transfer money from the buyer to the merchant account.
B. To search the appropriate information that can be used for making payment.
C. To determine whether a buyer's card is active and if the customer has sufficient funds.
D. To check the balance and add bonus points as a reward for consumer loyalty.



Picture 1

34) Picture 1 shows an electronic card with embedded microchip that enables predefined operation or manipulation of information on the card. Picture 1 is a _____.
A. prepaid call card
B. electronic benefit card
C. smart card
D. verification card

35) What is the main purpose of card verification number (CVN) on the back of a credit card?
A. Special number to activate the credit card.
B. A service for connecting a merchant system to the appropriate acquiring bank.
C. Detects fraud by comparing the number with the information on file with the bank issuer.
D. Security reference number for any damage or stolen card provided to the issuing bank.

36) Syarifah can use _____ if she spends under RM10 for an online purchase.
A. e-check
B. e-direct payment
C. e-macropayment
D. e-micropayment

Continued...

37) A(n) _____ is a written document that identifies a company's goals and outlines how the company intends to achieve the goals and at what cost.
A. business plan
B. marketing plan
C. project plan
D. organisational plan

38) Which of the following website classifications typically provides opportunities for the customers and the business to communicate and share information?
A. Attractor
B. Interactive website
C. Collaborative website
D. Transactional website

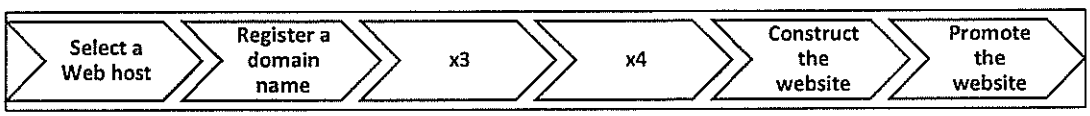


Diagram 1

39) Diagram 1 depicts the process of building a website. What are the correct steps for the label '**x3**' and '**x4**'?
A. Web design; Test website
B. Test website; Create content
C. Web design; Create content
D. Create content; Web design

40) Based on the statement below, what is the problem faced by Datin Khadijah?

Datin Khadijah used her credit card to make an online payment in a web store. Unfortunately, the merchant failed to verify her signature during the transaction.

A. Illegal transaction
B. Money laundering
C. Card not present transaction
D. Invalid credit card transaction

Continued...

Section B: 4 Structured Questions (60 marks)

*Instruction: Write your answers in the **Answer Booklet**.*

Question 1

a) Explain the difference between pure e-commerce, partial e-commerce and traditional commerce. Give **TWO** examples of each.

(9 marks)

b) Explain the difference between pure-play organisation, click and brick organisation and brick and mortar organisation. Give **TWO** examples of each.

(6 marks)

[TOTAL 15 MARKS]

Question 2

a) Communication, collaboration and learning are few of the many e-commerce activities. List and explain **FIVE** mechanisms that support these three activities.

(10 marks)

b) Describe **FIVE** advantages of online retailing to buyers.

(5 marks)

[TOTAL 15 MARKS]

Question 3

a) Keisha and her two friends have started an online business selling women and children clothes. Describe **THREE** ways they can expand awareness of their business via Web advertising. Include **TWO** advantages of each online advertising method.

(9 marks)

b) Describe **THREE** G2C e-commerce examples and **THREE** G2B e-commerce examples.

(6 marks)

[TOTAL 15 MARKS]

Continued...

Question 4

a) Describe **FIVE** examples of location-based services.

(5 marks)

b) List and describe **FIVE** models of social shopping.

(10 marks)

[TOTAL 15 MARKS]

End of Page.